
AP[®] World History: Modern

Sample Student Responses and Scoring Commentary Set 2

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Long Essay Question 4

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Question 4: Long Essay Question, Globalization Driven by Economic Factors

6 points

General Scoring Notes

- Except where otherwise noted, each point of these rubrics is earned independently; for example, a student could earn a point for evidence without earning a point for thesis/claim.
- **Accuracy:** The components of these rubrics require that students demonstrate historically defensible content knowledge. Given the timed nature of the exam, essays may contain errors that do not detract from their overall quality, as long as the historical content used to advance the argument is accurate.
- **Clarity:** Exam essays should be considered first drafts and thus may contain grammatical errors. Those errors will not be counted against a student unless they obscure the successful demonstration of the content knowledge, skills, and practices described below.

In the late twentieth century, globalization was driven by a variety of factors, including new technologies and economic and political change.

Develop an argument that evaluates the extent to which globalization was primarily driven by economic factors during this period.

Reporting Category	Scoring Criteria	
Row A Thesis/Claim [0-1 points]	0 points Does not meet the criteria for one point.	1 point Responds to the prompt with a historically defensible thesis/claim that establishes a line of reasoning.
Decision Rules and Scoring Notes		
	Responses that do not earn this point: - Are not historically defensible. - Only restate or rephrase the prompt. - Do not respond to the prompt. - Do not establish a line of reasoning. - Are overgeneralized.	Responses that earn this point: Provide a historically defensible thesis or claim about the extent to which globalization was primarily driven by economic factors during the late twentieth century. The thesis or claim must either provide some indication of the reason for making that claim OR establish categories of the argument.
	Examples that do not earn this point: Provide a restatement of the prompt <i>“Economic changes led to globalization in the twentieth century.”</i> Provide a historically defensible claim, but do not establish a line of reasoning <i>“Multinational corporations outsourced labor to the developing world.”</i> Do not focus on the topic of the prompt <i>“The rise of China challenged the status of the United States as the world’s only superpower.”</i> Provide a claim that is not historically defensible <i>“The creation of the UN ensured that democracy spread across the world.”</i>	Examples that earn this point: Establish a line of reasoning that evaluates the topic of the prompt <i>“New communications and computer technologies like the internet were the number one factors that made globalization possible.”</i> Establish a line of reasoning that evaluates the topic of the prompt with analytic categories <i>“The end of the Cold War was a major factor in globalization as former communist states embraced Western culture and technology, while a second factor was the expansion of free trade and economic liberalization.”</i> Establish a line of reasoning <i>“The spread of free-market capitalism was a main cause of globalization.”</i> [Minimally acceptable thesis/claim]
Additional Notes: - The thesis or claim must consist of one or more sentences located in one place, either in the introduction or the conclusion [which may not be limited to the first or last paragraphs]. - The thesis or claim must identify a relevant development[s] in the period, although it is not required to encompass the entire period.		

Reporting Category	Scoring Criteria	
Row B Contextualization	0 points Does not meet the criteria for one point.	1 point Describes a broader historical context relevant to the prompt.
[0-1 points]	Decision Rules and Scoring Notes	
	Responses that do not earn this point: - Provide an overgeneralized statement about the time period referenced in the prompt. - Provide context that is not relevant to the prompt. - Provide a passing phrase or reference. Examples that do not earn this point: Do not provide context relevant to the topic of the prompt <i>“World War Two was a total war.”</i> Provide an overgeneralized statement <i>“Globalization is the process of the world becoming more interconnected.”</i>	Responses that earn this point: - Accurately describe a context relevant to globalization or economic developments during the twentieth century. Examples of relevant context that earn this point include the following, if appropriate elaboration is provided: - European or United States imperialism - Anticolonial nationalist or independence movements - Neoimperialism - Consumer culture - Environmentalism, competition for natural resources - Human rights movements - Cold War superpowers and competition - Economic liberalization - Twentieth century transportation and telecommunication technologies - Global changes in women’s rights and/or gender roles - Industrial Revolution or Industrial Capitalism Example of acceptable contextualization: <i>“During the twentieth century, industrialized economies provided their citizens with an ever-wider range of mass-produced goods, a development that had profound effects on the economy through the rise of consumerism and consumer culture.”</i> <i>“Giant multinational corporations became household names around the world.”</i> [Minimally acceptable contextualization]
	Additional Notes: - The response must describe broader historical events, developments, or processes that occur before, during, or continue after the time frame of the question that are relevant to the topic of the prompt. - To earn this point, the context provided must be more than a phrase or reference.	

Reporting Category	Scoring Criteria		
Row C Evidence [0-2 points]	0 points Does not meet the criteria for one point.	1 point Provides specific examples of at least two pieces of evidence relevant to the topic of the prompt.	2 points Supports an argument in response to the prompt using at least two pieces of specific and relevant evidence.
	Decision Rules and Scoring Notes		
Responses that do not earn points: - Identify a single piece of evidence. - Provide evidence that is not relevant to the topic of the prompt. - Provide evidence that is outside the time period or region specified in the prompt. - Repeat information that is specified in the prompt. Examples that do not earn points: Provide evidence that is outside the time period of the prompt <i>“The COVID-19 pandemic showed the dark side of globalization.”</i> Repeat information specified in the prompt <i>“New technologies and economic changes led to globalization during the twentieth century.”</i>		Responses that earn 1 point: - Identify at least two specific historical examples relevant to globalization. Examples of evidence that are specific and relevant include the following [two examples required]: - Specific information about global institutions, such as the IMF, World Bank, World Trade Organization, United Nations - Specific information about multinational corporations and the globalization of their operations, for example McDonald’s, Coca-Cola, Sony, Alibaba - Economic liberalization of specific countries such as China, Russia, Chile, South Korea, and Vietnam - Specific environmental movements, such as Greenpeace, The Green Belt Movement in Kenya - The Green Revolution and the adoption of new crops in Africa and Asia - Specific anti-globalization movements, such as The World Fair Trade Organization - International Free Trade Agreements, such as NAFTA, EU - Protests against free trade movements - Globalization of consumer culture, for example the rising global popularity of United States brands, music, and cinema - Vaccines and antibiotics - Birth control - Cultural globalization such as Reggae, K-pop, Bollywood, Facebook, BBC, World Cup, the Olympics, etc. Example of a statement that earns one point for evidence: <i>“Bollywood and Eurovision are two examples of non-US-based globalization.”</i>	
Responses that earn 2 points: - Use at least two specific historical examples to support an argument regarding the extent to which globalization was primarily driven by economic factors during the late twentieth century. Examples that successfully support an argument with evidence: <i>“The development of shipping containers and larger container ships, as well as the passage of business-friendly laws in many low-wage Asian and Latin American countries allowed many Western corporations to offshore their production, leading to the complete transformation of the global economy.”</i> [Uses evidence to support an argument about how economic changes greatly increased the pace and scope of globalization] <i>“The collapse of the Soviet Union and the dissolution of Communist Bloc brought numerous nations into direct participation in international capitalist markets, which allowed multinational corporations to further expand their activities, and contributed to globalization.”</i> [Uses evidence to support an argument about how the end of the Cold War contributed to globalization]			

	Additional Notes: • Typically, statements credited as evidence will be more specific than statements credited as contextualization. • If a response has a multipart argument, then it can meet the threshold of two pieces of evidence by giving one example for one part of the argument and another example for a different part of the argument, but the total number of examples must still be at least two.
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Reporting Category	Scoring Criteria		
Row D Analysis and Reasoning [0-2 points]	0 points Does not meet the criteria for one point.	1 point Uses historical reasoning [e.g., comparison, causation, continuity, and change] to frame or structure an argument that addresses the prompt.	2 points Demonstrates a complex understanding of the historical development that is the focus of the prompt through sophisticated argumentation and/or effective use of evidence.
	Decision Rules and Scoring Notes		
	Responses that do not earn points: - May include evidence but offer no reasoning to connect the evidence to an argument. - May assert the use of historical reasoning but does not use it to frame or structure an argument. Examples that do not earn points: Provide evidence but offer no reasoning to connect the evidence to an argument: <i>"McDonalds established restaurants all over the world."</i>	Responses that earn 1 point: - Must demonstrate the use of historical reasoning to frame or structure an argument about the extent to which globalization was primarily driven by economic factors during the late twentieth century. The reasoning might be uneven or imbalanced, or the evidence may be overly general or lacking specificity. Using a historical reasoning process to frame or structure an argument could include: - Explaining how some developing countries resisted globalization in order to protect their environment, natural resources, or domestic companies from the overwhelming influence of multinational corporations, while other countries opened their economies to liberalization and free trade. - Explaining how the global recession of the 1970s led multinational corporations to seek alternative labor markets, and how neoliberal economic policies supported those shifts.	Responses that earn 2 points: May demonstrate a complex understanding through sophisticated argumentation that is relevant to the prompt. This may be done in a variety of ways, such as: - Explaining multiple themes or perspectives to explore complexity or nuance; OR - Explaining multiple causes or effects, multiple similarities or differences, or multiple continuities or changes; OR - Explaining both cause and effect, both similarity and difference, or both continuity and change; OR - Explaining relevant and insightful connections within and across periods or geographical areas. These connections should clearly relate to an argument that responds to the prompt. May demonstrate a complex understanding through effective use of evidence relevant to an argument that addresses the prompt. This may be done in a variety of ways that might include: - Explaining how multiple pieces of specific and relevant evidence [at least four] support a nuanced or complex argument that responds to the prompt; OR - Using evidence effectively to demonstrate a sophisticated understanding of different perspectives relevant to the prompt. Demonstrating a complex understanding might include any of the following, if appropriate elaboration is provided: - Explaining how multiple pieces of specific and relevant evidence support a nuanced argument about the prompt. For example, explaining how in the late twentieth century the rapid growth of computers, telecommunications, and information technologies led to increased interconnections between people and markets around the world, which also contributed to the rapid expansion of new technology-related multi-national corporations like Google, Microsoft, and Samsung. Such companies contributed to global outsourcing, and increased access to news and information to people around the world

		Example of acceptable use of historical reasoning: • <i>“At the end of the Cold War some former communist nations began to open their economies to capitalism and free-market principles, leading countries like China and Vietnam to join global manufacturing and distribution networks as a way to increase their exports.”</i> [Indicates a development that establishes a connection between economic development and globalization]	through the internet. [Explains how at least four pieces of evidence support a nuanced or complex argument] • Explaining how multinational corporations responded to lowered trade barriers after the end of the Cold War by outsourcing production to developing countries, which helped raise living standards for local populations while causing job losses in developed economies. [Explains nuance, considers both causes and effects] • Explaining how after the Cold War many former communist countries created mixed socialist-capitalist economies to promote economic growth, in the process gradually allowing global brands such as McDonald’s and Coca-Cola to expand their customer base in the former Soviet Union, Asia, and Africa. [Explains relevant and insightful connections across regions]
	Additional Notes: • To earn the first point for analysis and reasoning, the response must use historical reasoning to structure a response to the prompt, although the reasoning might be uneven or imbalanced, or the evidence may be overly general or lacking in specificity. • This complex understanding must be part of the argument and may be demonstrated in any part of the response. • While it is not necessary for this complex understanding to be woven throughout the response, it must be more than merely a phrase or reference.		

With the innovations of shipbuilding technologies, the physical proximity of the world shortened as the lanteen sail and fixed rudder sail improved faster navigation. In the age of sea based empires and trade routes, culture and ideologies easily diffused throughout different regions of the world. A global consumer culture arose where better living conditions allowed for luxury products and goods more available to the masses. WW1 showcased the extent of influence, as colonies around the world felt the impact of a European war. With the rise of modern communication technologies like the cellular telephone, radio, television and transportation technologies like the passenger airplane, the world shrunk once again. Soon, a desire for the unification and globalization of the world arose. However, this globalization was primarily driven by various reasons, other than the historically economic reasons of the past. Economically, as companies began globalizing and hosting their operations in different states, the rise of transnational corporations arose. Socially, the rise of a unified pop culture fostered by communication technologies arose. And the interlinking of politics forced and created global organizations to help organize this closer world. Thus, economic reasons were not the only primary reason for globalization in the late 20th century.

Historically, businesses like Joint Stock companies conducted foreign activities for trade. By the 20th century, the shift from state sponsored expeditions to a more free global market allowed for some corporations like Unilever and Nestle to thrive. Unilever was a western soap corporation, but gained their materials from northern and west Africa. Because of the innovations in cheaper and more efficient travel, Unilever was able to extract palm oil from west Africa to their factories and manufacturing in the west, and then globally distribute them to other continents like Asia and the Americas. Following a similar idea, the Nestle corporation based their headquarters in Europe and Americas but conducted labor operations in developing nations, then exporting globally. The rise of and profitability of knowledge economies also helped promote globalization as complicated tech and machinery could be centered in one area of the globe, but the resources could come from different regions where labor was massively cheaper.

As the world became interconnected with the advents of new technologies, a shared pop culture consisting of the music and arts of certain regions emerged. For example, the emergence of the internet and world wide web allowed for music and ideas to almost instantaneously spread across the world. New artists like Bob Marley helped promote otherwise obscure genres of art like Reggae music, inspiring a global phenomenon where everyone everywhere could enjoy music. The rise of instant communication also helped the general public connect with foreign places without physically being there. Instead of reading an edited newspaper which might include biases, radio and television provided unedited and unfiltered information straight to the homes of people. During the Tet offensive in the Vietnam War, the broadcast of the attacks and atrocities helped unify a global cause and connected people across the globe. Thus the globalization of culture arose.

Globalization was also promoted by the creation of global political organizations which helped unite and promote politics. While the first attempt of global unifying failed with the League of Nations, the creation of the United Nations, which followed the second world war, was a global and political act of unification and cooperation where almost every state in the world

joined. Under the United Nations, organizations like UNICEF promoted political action across the globe for children and people in need. Many other regional organizations also rose in the late 20th century. While NATO and the Warsaw pact provided more of military protection during the cold war, many other economic and social organizations arose which aimed to provide political stability and aid. The World Health Organization, World Fair Trade Organization, World Trade Organization, and many various regional cooperative ventures like in Asia, North America, and the European union, promoted global cooperation via either providing healthcare, guidelines, and free tariffs zones across the world.

Thus, Economic reasons was not the only reason for Globalization in the late 20th century. Although it provided the cause for some global organizations to arise, social and political factors also led to the rise of a more united world. The 20th century marked the shift from a historically regional world to a truly all-participating global one. News and ideas from one side, which would historically took months to travel across the ocean, now only takes seconds with a few clicks of a cellphone or computer. Opposed to only economic interests of during the age of colonialism, people today are now worrying about the political and social aspects of different populations around the globe.

In the late twentieth century, many countries were recovering from the negative impacts caused by World War II and the Cold War. Countries were developing at a greater extent, and becoming more connected with other regions. Globalization allowed for increased interaction and trade, leading to prosperity for many regions. Globalization was primarily driven by the need to benefit the global economy.

As the Cold War ended, many European countries that were apart of the Soviet Union were struggling financially, and needed to recover. The most predominant country, Russia, started to allow for more western economic policies in order to relieve the country of their economic struggle. While maintaining some communist policies, the incorporation of western policies created more communication between western states and European states. Russia's economy began to build up once again, and there was less financial stress on the country. Russia and America were now in greater and more peaceful contact, allowing for globalization to incorporate Russia. Along with America, many other states that opposed Russia during the Cold War could communicate, and trade with Russia.

During this period, global trade was also heavily picking up. Countries were starting to specialize in certain products, ususally with resources and goods that were specific to their region. Some countries in Asia, such as Thailand and Taiwan became centers for manufacturing. As they were centers for manufacturing, other countries started to seek out the goods they produced. This led to Britain, America, Canada, and many other countries consuming products manufactured in Asian countries, which increased globalization. One product, the phone, is a product that was formed through resources found in many different countries. Even though it was manufactured in Asia, many of the materials came from regions in Europe or South America. The phone went through many different countries and stages, and is distributed and sold in many different countries. In order to make it, countries had trade with eachother, which drove globalization.

In the late twentieth century, globalization was occurring. The world wars had passed and many countries around the world were growing and thanks to the invention of communication technology, such as the telephone or radio, they were building connections with each other, world wide. One of the main factor that allowed for globalization to occur was the economy. The economy allowed for religion, art, knowledge, and culture to spread worldwide.

The economic success of the world is what allowed globalization to even occur. With money, places were able to invent things such as telephones and radios. These inventions allowed for people across the world to be in contact with each other, which allowed for globalization. One thing that was shared in globalization was art and knowledge. Many produced art peices traditional to their homes and due to improved ships and transportation methods, were able to share that art with people around the world. When people of other countries saw the art from other places they often recreated it, leading to cement art made in india becoming popular in America. People also wrote books, sharing their knowledge and fantasies. These books spread world wide and people often learned about other countries through books. To build off of my last point, another things spread through globalization was culture and religion. As I said previously about the spread of books, people often learned about the culture of other places through books. Technology also taught people about the culture of other places through communication. Including food, sports, movies, and more. In America we eat food from all around the world, thanks to globalization. Religion also spread worldwide, many people practice religions that are not typical to their native country. Although religion, culture, art, and knowledge were all spreading previous to globalization, it was not nearly this intensified. Globalization allowed for transfer to occur much faster and on a more intense level.

Long Essay Question 4

Note: Student samples are quoted verbatim and may contain spelling and grammatical errors.

Overview

Students were asked to develop an argument that evaluates the extent to which globalization was primarily driven by economic factors during the late 20th century. The prompt referenced new technologies and politics as other factors that may also have driven globalization at that time. The question primarily addressed content from Unit 9 of the course framework, while also providing students with opportunities to bring up content knowledge from Units 7 and 8 to earn the contextualization and evidence points. Students were expected to present a historically defensible thesis, describe a historical context relevant to the prompt, use at least two specific examples of evidence relevant to the topic of the prompt, use that evidence to support an argument in response to the prompt, use historical reasoning skills to frame or structure their argument, and demonstrate a complex understanding of the historical development that is the focus of the prompt.

The question primarily addressed content from Topics 9.3, 9.4, and 9.6, with additional contextualization and evidence opportunities from Topics 7.4, 7.7, 8.2, 8.3, 8.5, 8.6, 8.8, 9.1, 9.2, 9.5, and 9.7.

Sample: 4A

Thesis Score: 1

Contextualization Score: 1

Evidence Score: 2

Analysis and Reasoning Score: 2

Total Score: 6

A. Thesis/Claim (0-1 points): 1

The response earned 1 point for thesis/claim. The response makes a historically defensible claim in the first paragraph stating, “However, this globalization was primarily driven by various reasons, other than the historically economic reasons of the past. Economically, as companies began globalizing and hosting their operations in different states, the rise of transnational corporations arose. Socially, the rise of a unified pop culture fostered by communication technologies arose. And the interlinking of politics forced and created global organizations to help organize this closer world. Thus, economic reasons were not the only primary reason for globalization in the late 20th century.”

B. Contextualization (0-1 points): 1

The response earned 1 point for contextualization. In the first paragraph, the response discusses pre-1900 developments that made the world more globalized, including shipping technologies and sea-based empires.

Long Essay Question 4 (continued)

C. Evidence (0-2 points): 2

The response earned 1 point for evidence. The response provides multiple pieces of accurate evidence relevant to a global free market economy in the second paragraph (Uniliver/Nestle), the third paragraph (Bob Marlry), and the fourth paragraph (United Nations/UNICEF/World Health Organization, etc.).

The response earned 1 point for evidence supporting an argument. The response supports an argument in the second sentence of the second paragraph that transnational corporations contributed to globalization. “By the 20th century, the shift from state sponsored expeditions to a more free global market allowed for some corperations like Uniliver and Nestle to thrive.” The response supports multiple additional arguments in the third and fourth paragraphs of the response beyond the requirement to earn the point. In the first sentence of third paragraph the response makes an argument about how popular culture contributed to globalization. “As the world became interconnected with the advents of new technologies, a shared pop culture consisting of the music and arts of certain regions emmerged.” The response makes another argument in the fourth sentence of the third paragraph about communication innovations contributing to globalization. “The rise of instant communication also helped the general public connect with foreign places without physically being there.” The response also supports an argument in first sentence of the fourth paragraph regarding political organizations contributing to globalization. “Globalization was also promoted by the creation of global poltical organizations which helped unite and promote politcs.” Finally, the response makes an argument in the fifth sentence of the fourth paragraph about how “economic and social organziations arose which aimed to provide politcal stablity and aid.”

D. Analysis and Reasoning (0-2 points): 2

The response earned 1 point for historical reasoning. The response explained how innovations in transportation made it possible for the rise of larger transnational corporations in the second paragraph. “Because of the innovations in cheaper and more effiencent travel, Uniliver was able to extract palm oil from west africa to their factories and manufactories in the west, and then globally distrubte them to other continents like asia and the americas.” Also, in the third paragraph, the response explained how communication connected people in new ways. “The rise of instant communication also helped the general public connect with foreign places without physically being there. Instead of reading an edited newspaper which might include baises, radio and television provided unedited and unfiltered information straight to the homes of people.”

The response earned 1 point for demonstrating complex understanding. The response provides a nuanced discussion of not only economic factors, but also cultural, political, and social factors that contribute to globalization. The response also contributes additional qualification to the economic argument that “The rise of and profitbility of knowlage economies also helped promote globalization as complicated tech and machinery could be centered in one area of the globe, but the resources could come from diffrent regions where labor was massivly cheeper.”

Long Essay Question 4 (continued)

Sample: 4B

Thesis Score: 0

Contextualization Score: 1

Evidence Score: 2

Analysis and Reasoning Score: 1

Total Score: 4

A. Thesis/Claim (0-1 points): 0

The response did not earn the point for thesis/claim. The response does not offer a historically defensible claim. The attempt in the last sentence of first paragraph inverts the prompt by arguing that globalization increased trade, not trade increasing globalization “Globalization allowed for increased interaction and trade, leading to prosperity for many regions. Globalization was primarily driven by the need to benefit the global economy.” The argument that globalization was primarily driven by the need to benefit the global economy is circular and inaccurate.

B. Contextualization (0-1 points): 1

The response earned 1 point for contextualization. In the first four sentences of the second paragraph the response contextualizes the collapse of the Soviet Union and the ensuing economic transition that followed.

C. Evidence (0-2 points): 2

The response earned 1 point for evidence. The response provides multiple pieces of accurate evidence relevant to globalization. The last two sentences of the second paragraph describe the integration of Russia into the global economy. The second sentence of third paragraph states that “Thailand and Taiwan became centers for manufacturing” and the fifth sentence of the third paragraph identifies “the phone” as a global product.

The response earned 1 point for evidence supporting an argument. The response supports the argument in the first two sentences of the third paragraph regarding specialization. “During this period, global trade was also heavily picking up. Countries were starting to specialize in certain products, usually with resources and goods that were specific to their region.”

D. Analysis and Reasoning (0-2 points): 1

The response earned 1 point for historical reasoning. The response explains, in the fifth sentence of the third paragraph, that “This led to Britain, America, Canada, and many other countries consuming products manufactured in Asian countries, which increased globalization.”

The response did not earn the point for demonstrating complex understanding. There was no attempt to demonstrate a complex understanding of how the economy, technology, or politics drove globalization.

Long Essay Question 4 (continued)

Sample: 4C

Thesis Score: 1

Contextualization Score: 1

Evidence Score: 0

Analysis and Reasoning Score: 0

Total Score: 2

A. Thesis/Claim (0-1 point): 1

The response earned 1 point for thesis/claim with the last two sentences of the first paragraph. The response makes a historically defensible claim stating, “One of the main factor that allowed for globalization to occur was the economy. The economy allowed for religion, art, knowledge, and culture to spread worldwide.”

B. Contextualization (0-1 point): 1

The response earned 1 point for contextualization. In the first two sentences of the first paragraph, the response states, “In the late twentieth century, globalization was occurring. The world wars had passed and many countries around the world were growing and thanks to the invention of communication technology, such as the telepone or radia, they were building connections with each other, world wide.”

C. Evidence (0-2 point): 0

The response did not earn the point for evidence. The reference in the second paragraph to “With money, places were able to invent things such as telephones and radios” is a restatement of facts used to formulate contextualization in the first paragraph. The response offers no other attempts of specific evidence related to the process of globalization other than “improved ships and transportation methods” in the third paragraph and “food, sports, movies, and more” in the fourth paragraph, neither of which are used to connect the process of globalization to economic factors.

The response did not earn the point for using evidence to support an argument. The response offers no specific support for the statement that “things spread through globalization was culture and religion.”

D. Analysis and Reasoning (0-2 point): 0

The response did not earn the point for historical reasoning. The response did not use comparison, causation, or continuity and change to frame or structure an argument.

The response did not earn the point for demonstrating complex understanding. There was no attempt to demonstrate a complex understanding of how globalization was driven by economic factors.